

Serial No.: 10/552,469  
Docket No.: 28951.5409

IN THE FIGURES:

Figures 13-15 have been amended to add the legend "PRIOR ART". Replacement sheets are attached.

**REMARKS**

Claims 1-14, as amended, remain herein.

Claims 2-13 are indicated as being drawn to allowable subject matter.

1. Figures 13-15 have been amended mooted the objection to the drawings.

2. Claims 1 and 14 were rejected under 35 U.S.C. § 102(b) over Applicant's Admitted Prior Art ("AAPA"), namely the conventional PC card described with reference to Figure 13.

According to the AAPA, as shown in Fig. 13, SD memory cards (5) are installed in a PC card such that cushion materials (20) press the SD memory cards (5) from the upper side to secure them to a printed circuit board (3). The cushion materials (20) merely press down the SD memory cards (5) and do not press them in the horizontal direction, in other words, in the direction from both the side faces (longitudinal sides) of the respective two of the four SD memory cards (5) being disposed at the same side to the centerline (in the arrows "A" and "B" directions in Fig. 8) and in the direction of the terminals (5a) of the SD memory cards (5) contacting housing sections of the connectors (4) (in the arrow "C" direction in Fig. 8).

The AAPA discloses SD memory cards (5) that are held only by friction force between the cushion materials (20) and the printed circuit board (3). For this reason, the SD memory cards (5) can move in the horizontal direction if acted upon by an external force or impact larger than the friction force, and consequently a contact failure between contacts (8) of the connectors (4) and terminals (5a) shown in Fig. 15 can occur.

The claimed invention overcomes the deficiencies of the AAPA by using pressing members (6) to better secure the SD memory cards (5) to the printed circuit board (3). For example, Fig. 8 shows SD memory cards (5) that are held by pressing members (6) to secure the SD memory cards (5) to the printed circuit board (3) and to secure the SD memory cards (5) in the direction from the rear face of the SD memory cards (5) to the housing section of the connectors (*e.g.*, direction "C" shown in FIG. 8).


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The AAPA fails to disclose or suggest pressing members that press SD memory cards to the upper surface of a printed circuit board, and that press SD memory cards in the direction from the rear face of the SD memory cards to the housing section of the connectors. For all of the foregoing reasons, applicants hereby respectfully request reconsideration and withdrawal of the rejection of claims 1 and 14.

Accordingly, the application is now fully in condition for allowance and a notice to that effect is respectfully requested. The PTO is hereby authorized to charge/credit any fee deficiencies or overpayments to Deposit Account No. 19-4293 (Order No. 28951.5409). If further amendments would place this application in even better condition for issue, the Examiner is invited to call applicant's undersigned attorney at the number listed below.

Respectfully submitted,

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